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Vick & Hill Company's

High-Grade Aster Seed

U.S. Department of Agriculture, LIBRARY, Washington, D.

A Field of Vick & Hill Company's Purity Aster

Special for the Spring of Nineteen Hundred and Ten

Address all Orders to

VICK & HILL COMPANY

P. O. Box 613 Rochester, N. Y.

THE DAYBREAK SEXTETTE

The Daybreak Sextette

THE Daybreak Sextette is composed of the old pink Daybreak and five of our own seedlings from that variety, viz., Purity, Salmon King, Lemon Drop, Rosy Morn, and Lavender Daybreak.

Daybreak

The seed of this Aster has always been scarce, but this year we have a fine stock of seed, and are prepared to fill all orders from seed grown from our own original stock. The flowers are large, and double to the center, the color is an exquisite shade of sea shell pink, resembling the color of Daybreak Carnation. The plant is a strong, compact grower, and the flowers are borne upright on long stiff stems. A field of the plants in bloom is a sight never to be forgotten, and is charming beyond description.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Special Offer. One trade packet of each of the Daybreak Sextette for $1.00.

Purity

The White Daybreak

A pure white Aster of great beauty, which originated with us several years ago. The plant is of most symmetrical habit, usually growing about 18 inches high. The plants are literally one mass of snow white flowers of large size, resembling great balls of snow. As a cut flower variety Purity is first-class, the stems being long and strong, and the plant is of free and branching habit. This variety is thought very highly of by all florists who have seen it growing at our seed farm.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

Lavender Daybreak

This variety was much admired and commented on at the Florists' Convention, held at Niagara Falls, August, 1908, at which time we first exhibited it. Of the many Asters introduced of late years, this is the peer of them all. It may truly be called perfection. The habit of growth is similar to Daybreak, but the flowers are larger, always full to the center and of a most beautiful shade of lavender.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1.00; eighth oz., 60 cents; sixteenth oz., 40 cents. Trade packet 25 cents; two for 40 cents.

Salmon King Vick & Hill Co.'s Novelty

In this variety we have a splendid addition to the Daybreak class. The color is not only novel, but of a very pleasing shade, bright enough to make it always conspicuous, although modest and unassuming in appearance. The habit of growth, form of plant and flower are identical with its parent, the popular Daybreak.

PRICE: Per oz., $6.00; half oz., $3.25; quarter oz., $1.75; eighth oz., $1.00; sixteenth oz., 60 cents. Trade packet, 25 cents; two for 40 cents.

Lemon Drop Vick & Hill Co.'s Novelty

A yellow one at last! It is a yellow, decidedly so; and as good a grower as any in our now large and varied class of the Daybreak type. The flower is not quite as large as those of the Daybreak, its parent, but are very perfect and symmetrical in form. In fact the petals are laid so perfectly that the flowers have a wax-like appearance. We consider ourselves very fortunate to be able to introduce the first yellow Aster on the market.

PRICE: Per oz., $6.00; half oz., $3.25; quarter oz., $1.75; eighth oz., $1.00; sixteenth oz., 60 cents.

Rosy Morn Vick & Hill Co.'s Novelty

This is a very beautiful variety. The flowers are of a handsome shade of rose, large, well formed, full and double to the center, and produced in the same profusion as other Asters of this class. We consider it one of the best of the Daybreak type.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1.00; eighth oz., 60 cents; sixteenth oz., 40 cents. Trade packet, 25 cents; two for 40 cents.

Vick's Late Branching—The Money Makers

Vick's Branching Asters are the most satisfactory Asters to grow of any on the market today, and are now so well known to the trade that it would be useless for us to say very much in their favor. We can say, however, that our strain of seed is unsurpassed by any other; in fact it is the finest that can be grown. The Branching Asters are without doubt the most profitable for the florist and wholesale grower, as by successive sowings they can be had in bloom from August until late fall, and the grower can always demand the highest price for good flowers of this kind.

Vick's White Branching

The Premier white Aster, and has no equal as a money maker; flowers very large, resembling white Chrysanthemums, and borne on stems from 12 to 18 inches in length.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth, oz., 20 cents.

Vick's Rose Branching

Always in good demand; a fine variety for cutting; the stems are extra long, flowers very large and afine rose color.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Pink Branching

A fine bright pink branching variety, and is not generally known. Petals are flat and the flower is the same shape as White Branching. (See illustration, page 8.)

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Crimson Branching

Very prolific and the earliest of the Branching Asters to bloom.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 30 cents.

Vick's Dark Violet Branching

This Aster will take a leading place in the dark shades and is bound to be a favorite. The color is that rich dark shade that sets off the beauty of floral designs. The flowers are of extraordinary size, and stand erect on long, graceful stems.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Lavender Branching

The flowers are large, of good form, borne on long, stiff stems. The color is very pleasing—a fine shade of lavender. We have found this a good variety to grow for the market. (See illustration, page 8.)

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Purple Branching

A beautiful and most desirable shade of royal purple, a color that is always in great demand, and makes a striking contrast with White and Pink Branching.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Vick's Branching

Above colors mixed.

PRICE: Per oz., $1.00; half oz., 55 cents; quarter oz., 30 cents; eighth oz., 15 cents.

Vick's New Early Branching

A distinct advance in the Branching class. The Early Branching come into bloom about two weeks earlier than the Late Branching. The plants have but few branches and are free from side buds, the whole strength of the plant being given to the development of the very large and perfect flowers which are borne on extra long stems. We offer two colors only, Early Branching White, and Early Branching Rose.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 33 cents; eighth oz., 20 cents.

Upright Growing Asters

Our upright set is entirely distinct, and we offer it with a great deal of pleasure. The flowers are extra large and fine, growth upright, with no chance for the flowers to become soiled and spotted during showers, as in the case with so many fine varieties of Asters.

Splendor

Vick & Hill Co.'s Novelty

Upright flesh pink. In this variety we have one of great value. It has many qualities which commend it highly, not only in the habit of growth, but in size, form of flowers, and in color, which is one of the most desirable in an Aster, being of a beautiful light flesh pink, a shade which can be used in nearly all floral work. The plant has the ideal habit of an upright growing sort. The stems are long and strong, and always hold the bloom in a perfectly upright way.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1.00; eighth oz., 60 cents; sixteenth oz., 40 cents. Trade packet, 25 cents.

Crimson Giant

Vick & Hill Co.'s Novelty

A splendid upright growing sort producing very large, dark crimson flowers. Its brilliancy of color and erect tall growing habit tend to make it one of the most showy varieties for garden culture. A mass of this variety when in full bloom is a gorgeous sight.

PRICE: Per oz., $6.00; half oz., $3.25; quarter oz., $1.75; eighth oz., $1.00; sixteenth oz., 60 cents. Trade packet, 25 cents.

Rose Giant

Vick & Hill Co.'s Novelty

A superb upright growing variety producing its extremely large flowers on very long stiff stems. The habit of the plant is quite perfect. The flowers are of a beautiful deep rose color.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents. Trade packet, 15 cents.

Upright White

Another season's trial of this great Aster confirms the opinion we had already formed, that the Upright White Branching Aster is bound to be one of the leading Asters for shipping purposes, as the flowers are very large, double and firm; stems long and straight, two feet or more in length; color a pure white.

A first class variety and one that every shipper should grow in quantity. Earlier than Vick's White Branching.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.
Trade packet, 15 cents.

Special Offer. One trade packet each of the five Upright Asters for 90 cents.

Upright Purple

Vick & Hill Co.'s Novelty

A single plant of this variety is an immense bouquet in itself. The flower stems are so numerous that when in full bloom the entire plant is literally covered with medium sized flowers of a rich purple color. Although the flowers are not large they make full compensation for this in the quality of the flowers and number of blooms to the plant.

PRICE: Per oz., $5.00; half oz., $3.00; quarter oz., $1.75; eighth oz., $1.00; sixteenth oz., 50 cents. Trade packet, 25 cents.

Royal Purple

The flowers are large with full centers well covered, petals flat and incurved. Color a rich shade of Royal Purple. This variety is distinct in growth from the Branching Asters. The side stems start from the main stem close to the ground, instead of branching out from the main stem at various heights as in the branching varieties. Season, early.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents.

At prices quoted we pay the postage or Express charges.

Vick & Hill Co.'s Splendor Aster

SEMPLE'S PINK BRANCHING ASTER

Improved Semple's Pink Branching

A seedling from Semple's Pink. The color is of the same shade of bright pink and the habit of the plant and form of flowers are identical, being of the same strong, robust growth and branching habit. Its greatest value is in its earliness, blooming as it does ten days earlier than Semple's Pink.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Semple's Pink Branching

Mary Semple

A beautiful and popular variety of the Branching Aster. The flowers are very large and the color is an exquisite shade of bright pink, very much the color of Enchantress Carnation. Stems long and stiff. A grand Aster for cutting purposes, and for shipping has no equal.

PRICE: Per oz., $1.25; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

The Favorite

Upon first opening the color is blush, deepening with age until the color becomes a rich deep pink. The center of the flower is a mass of feathery petals, enhancing its beauty to a remarkable degree. Height, about 18 inches. Midseason variety.

PRICE: Per oz., $1.75; half oz., $1.00; quarter oz., 60 cents; eighth oz., 35 cents; sixteenth oz., 20 cents. Trade packet, 15 cents.

Mikado White

A Comet Aster of great beauty. The flowers are pure white and of immense size. The petals are curled and twisted in the center of the flower. The growth is of medium height. A very fine bedding Aster.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents. Trade packet, 20 cents; two for 30 cents.

Mikado Pink

The color is an exquisite shade of shell pink. The petals are narrow, very long and gracefully reflexed. The outer petals show to their full extent. While gradually toward the center they bend and curl across each other in magnificent disorder. This is a Comet Aster of strong growth, long stems, and fine form.

PRICE: Per oz., $5.00; half oz., $2.75; quarter oz., $1.50; eighth oz., 85 cents; sixteenth oz., 50 cents.

Lavender Gem

When the flower first opens it is a delicate lavender, deepening with age. The flower is always full double, showing no tendency to produce single or semi-double blooms. The feathery effect of the Ostrich feathered type, to which it belongs, is enhanced by the fact that it bears a large proportion of long, partly tubular, florets, irregularly cut and slashed, so that the flower looks like a ragged Chrysanthemum.

The plant is erect and of medium height, branching close to the ground. The flowers are borne in profusion on long, slender, wiry stems. The illustration of The Favorite shown below is a good representation of Lavender Gem, as both varieties have the same shaped and formed flowers.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents. Trade packet 20 cents; two for 30 cents.

FAVORITE ASTER

VIOLET KING ASTER

Violet King

The habit is similar to the popular Vick's Branching, vigorous in growth, long stiff stems. In form the flower is entirely new and distinct from any other variety; petals somewhat resemble the quilled varieties, but are much larger and broader, those in the center being curled and incurved, completely covering the crown. In shape and size the bloom is round, full and very large, many of the flowers measuring from four to five inches. The color is a soft violet-lilac. It comes into bloom several days before Vick's Branching. (See illustration.)

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

Hercules

A remarkable new Giant Comet Aster of recent introduction. Habit semi-dwarf. Flowers of the larger size, pure white in color, and of the most refined shape.

PRICE: Per oz., $3.00 half oz., $1.75; quarter oz., $1.00; eighth oz., 60 cents; sixteenth oz., 40 cents. Trade packet, 25 cents.

Cardinal

The color is, as its name implies, a beautiful shade of cardinal. The growth is similar to the Branching Asters, but some dwarfer. The flowering season begins about the middle of August and the flowers retain their brilliant coloring for many weeks.

PRICE: Per oz., $1.50; half oz., 80 cents; quarter oz., 50 cents; eighth oz., 30 cents; sixteenth oz., 20 cents.

America

Vick & Hill Co.'s Novelty

A strong, robust grower, and called by many of our visitors the past season, an Improved Daybreak. The flowers are of large size, very strong, stiff stems of medium length. In color it is much darker than Daybreak, quite resembling the shade known as old rose. The flowers are of great substance and very lasting after being cut, more so than most other sorts. A valuable feature is its lateness of bloom, being fully two weeks later than Daybreak. Its flowers are in perfection with the Late Branching Asters.

PRICE: Per oz., $3.00; half oz., $1.75; quarter oz., $1.00; eighth oz,, 60 cents; sixteenth oz., 35 cents. Trade packet, 25 cents; two for 40 cents.

Queen of the Market

Decidedly the best early Aster, producing flowers in profusion on long stems, and being several weeks earlier than any other Aster. The flowers are very double, rendering them of exceptional value for cutting purposes. Most of the Queen of the Market Aster seed sold in this country is grown in Germany, but we prefer to grow our own seed, for we must have the best that can be produced for our florist trade. Start your seed of this variety as early as possible to get best results. We offer five distinct colors, White, Light Blue, Dark Blue, Rose and Flesh.

PRICE: Per oz., 60 cents; half oz., 35 cents; quarter oz., 20 cents; eighth oz., 15 cents.

Queen of the Market, mixed colors.

PRICE: Per oz., 60 cents; half oz., 35 cents; quarter oz., 10 cents; eighth oz., 15 cents.

AMERICA ASTER

EARLY HOHENZOLLERN, WHITE, ROSE, LIGHT BLUE

Hohenzollern Asters

These magnificent Asters may justly be called the Ostrich Plume. The habit of the plant is branching, bearing flowers of mammoth size on long stems. The flowers are double with curled petals, resembling giant Chrysanthemums. An interesting class, and always admired.

Early varieties, White, Rose, Dark Blue, Light Blue and Lavender.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cts.

Early Hohenzollern Mixed. All colors mixed.

PRICE: Per oz., $1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Hohenzollern Asters—Late Variety

The plant grows tall and branching, bearing flowers of mammoth size on long stems. We have cut many flowers on stems measuring from eighteen to twenty-four inches in length. All colors mixed.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cts.

White Fleece

An erect-growing Comet Aster producing quantities of glistening pure white flowers of perfect form.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents.

Crimson King

This variety has all the good qualities of the Late Branching Type. The flowers are double and of the largest size. In color a rich glowing crimson.

PRICE: Per oz., $2.00; half oz., $1.25; quarter oz., 75 cents; eighth oz., 50 cents; sixteenth oz., 30 cents.

Rosy Carmine

Many call the new color a light scarlet, in fact a field of it in full bloom has the appearance of a field of scarlet Asters. The color is hard to describe, but we think Rosy Carmine about right.

PRICE: Per oz., $1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

At prices quoted we pay the postage or Express charges.

Truffaut's Paeony Flowered Perfection

A popular Aster and very fine for lifting and potting when in bloom. Grows about one foot high. We have a good strain of mixed colors.

PRICE: Per oz., $1.35; half oz., 65 cents; quarter oz., 35 cents; eighth oz., 20 cents.

Victoria

Our mixture of this Aster covers a wide range of colors. Good for pot plants in August and September.

PRICE: Per oz., $1.75; half oz., $1.00; quarter oz., 60 cents; eighth oz., 35 cents.

Mixture of Tall Varieties

A very fine selection of good tall Asters, which are in every way desirable, and in good demand where separate varieties are not required.

Tall White Mixture.

Tall Pink and Rose Mixture.

Tall Blue and Lavender Mixture.

Tall Mixture, all Colors.

PRICE: Per oz., $1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

VICK'S LATE BRANCHING LAVENDER ASTER. See page 3

Florists' Special Mixture

This mixture is made up principally of White, Pink, Red, Rose, Purple and Violet, and includes the early, mid-season and late classes.

The mixture gives the purchaser a great range of varieties and colors.

PRICE: Per oz., $1.00; half oz., 60 cents; quarter oz., 35 cents; eighth oz., 20 cents.

VICK'S LATE BRANCHING PINK ASTER. See page 3

To Our Customers

WE take this opportunity to thank our many florist friends for their continued patronage, and trust that this year our Aster seed will prove as satisfactory as in years past.

THE Annual Convention of the Society of American Florists will be held in Rochester, August, 1910, and we extend a cordial invitation to all our friends to visit us at that time, and personally inspect our Aster Fields.

Vick & Hill Company, Rochester, N. Y.